



# 2015

## Rockville Events Sponsorship Opportunities

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**City of Rockville Special Events**  
**Colleen McQuitty**  
**Special Events Manager**  
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**[cmcquitty@rockvillemd.gov](mailto:cmcquitty@rockvillemd.gov)**



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**[www.rockvillemd.gov/events](http://www.rockvillemd.gov/events)**





# Rockville Events Sponsorship Opportunities

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## Letter from the Mayor and Council

Dear Past, Present and Potential Sponsors,

Welcome to Rockville, which is one of the most vibrant communities in the Washington, D.C., region.

Part of what makes Rockville such a wonderful community is the wealth of recreational and cultural events the City's Department of Recreation and Parks hosts each year. Our staff works diligently to provide top quality events that showcase the City, while also providing family-friendly entertainment.

Each year, we work to continue the traditions people have grown to love about our events and still give them something new when they return year after year. More than 170,000 people are expected to attend events that Rockville will host in 2015. Rockville is home to more than 63,000 people with a median household income of \$97,000.

# 2015

Rockville's location in Montgomery County and close-in proximity to Washington, D.C., help to give the City regional recognition.

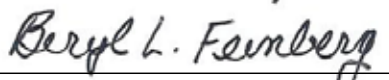
The City's diverse population is active, educated and loyal. Sponsors of events in Rockville will benefit from their exposure in a community that ranks among the most highly educated and the highest income earners in the nation.

Please take the time to review this packet and explore our events. Our staff is ready to answer any questions you may have about sponsorship opportunities.


We look forward to helping you find your place in Rockville in 2015.

With warm regards,

  
Bridget Donnell Newton, Mayor

  
Beryl L. Feinberg, Councilmember

  
Tom Moore, Councilmember

  
Virginia D. Onley, Councilmember

  
Julie Palakovich Carr, Councilmember





## Facts About Rockville

Rockville is located 15 miles northwest of Washington, D.C., and serves as the county seat for Montgomery County. It is centrally located and convenient from Interstate 270 and the Metro Red Line.

Most of Rockville's signature events take place in Rockville Town Center, which features unique shops and restaurants, a pedestrian-friendly Town Square, residences and several parking garages.

## Household Income and Economic Trends

According to the 2008-2012 American Community Survey estimates, Rockville's median household income of \$97,667 was 84 percent higher than the national average and 34 percent higher than Maryland.



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## A Highly-Educated Community

According to American Community Survey (ACS) 2008-2012 estimates, 61 percent of Rockville residents, age 25 and older, have at least a bachelor's degree and 36 percent have a graduate or professional degree.

## A City as Diverse as its Residents

*Ethnic and cultural diversity are increasing in Rockville.*

- 34 percent of the City's population was born outside the U.S.
- 55 percent of the City's foreign-born were born in Asia
- 29 percent of the City's foreign-born were

born in Latin America

- 57 percent of the City's foreign-born are not U.S. citizens
- 37 percent of the City's foreign-born entered the U.S. in 2000 or later
- 41 percent of the City's population speak a language other than English at home; 47 percent of them speak English less than "very well."

Rockville's non-Hispanic white population represents 66 percent of the total population. Rockville's Asian population is the fastest growing group and represents 19 percent of the total. The Hispanic population is the second fastest growing group and accounts for 15 percent. Rockville's African American residents represent about 9 percent of the City's population.



# 2015 Rockville Events Sponsorship Opportunities

Receive the recognition you deserve this year by finding your place in Rockville! Each of the signature events generates a buzz locally and regionally, and keeps people talking long after. Support one – or all – of these signature events and make your business a household name.



## **HOMETOWN HOLIDAYS**

*Saturday-Sunday, May 23-24*  
**60,000 Attendees**

This two-day street festival features a variety of live entertainment, the Taste of Rockville and children's activities.



## **INDEPENDENCE DAY CELEBRATION**

*Saturday, July 4*  
**30,000 Attendees**

For more than 50 years, music, food and fun have complemented a spectacular fireworks display each year on the Fourth of July.



## **ROCKVILLE ANTIQUE AND CLASSIC CAR SHOW**

*Saturday, October 17*  
**10,000 Attendees**

More than 500 antique and classic automobiles are showcased on the scenic grounds of the Glenview Mansion at Rockville Civic Center Park.

**Be a part of these events  
by completing and submitting the  
application form provided at the  
end of this packet.**



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#### Media Impressions:

- > Annual website views: 110,000
- > Press release views: 3,000
- > Video views: 4,000

## Hometown Holidays – Saturday, May 23 and Sunday, May 24

Hometown Holidays (HTH) is Rockville's signature event featuring live entertainment from local, regional and national performers. This unofficial kickoff to summer draws a crowd of 60,000 over Memorial Day weekend and offers fun for everyone.

### Sponsorship Levels

#### Major Sponsor: \$7,500

- Naming rights to an onsite music stage
- Sponsor-provided banner to be displayed on an entertainment stage as well as two additional displayed on grounds
- Company logo and name featured on all paid print advertising
- Company logo and name featured on the HTH web page
- Company logo featured on the HTH onsite guide
- A minimum of four (4) mentions on the HTH Facebook Page
- City provided onsite booth space, 10'x10' with a table and two chairs
- 12 passes to the sponsors and officials area on Saturday
- 60 "Taste of Rockville" tickets



#### Benefactor: \$5,000

- Two sponsor-provided banners to be displayed on grounds
- Company logo and name featured on all paid print advertising
- Company logo and name featured on the HTH web page
- Company logo featured on the HTH onsite guide
- A minimum of two (2) mentions on the HTH Facebook Page
- City provided onsite booth space, 10'x10' with a table and two chairs
- 8 passes to the sponsors and officials area on Saturday
- 40 "Taste of Rockville" tickets

#### Patron: \$2,000

- Company name featured on all paid print advertising
- Company name featured on the HTH web page
- Company name featured on the HTH onsite guide
- A minimum of two (2) mentions on the HTH Facebook Page
- City provided onsite booth space, 10'x10' with a table and two chairs
- 4 passes to the sponsors and officials area on Saturday
- 20 "Taste of Rockville" tickets

Website: [www.rockvillemd.gov/HTH](http://www.rockvillemd.gov/HTH)

Facebook: [www.facebook.com/RockvilleHometownHolidays](https://www.facebook.com/RockvilleHometownHolidays)







#### Media Impressions:

- > website views (from June-August): 6,500
- > Press releases: 1
- > Video views: 85

## Independence Day Celebration – Saturday, July 4 (Rain Date: Sunday, July 5)

Entering its 51st year, the Rockville Independence Day celebration takes place annually on the grounds of Mattie J.T. Stepanek Park. The annual event attracts more than 30,000 people and includes live music, food and a colorful fireworks display.

### Sponsorship Levels

#### Major Sponsor: \$5,000

- One sponsor provided banner to be displayed from each stage, and two sponsor provided banners to be displayed on the grounds
- Company logo and name featured on the Independence Day web page
- Company logo and name featured on various print materials
- City provided onsite booth space, 10'x20' tent with two tables and four chairs
- Acknowledgement from both stages before each musical act and before the fireworks
- Exclusivity in category
- Six passes to the VIP viewing area



#### Benefactor: \$2,500

- Two sponsor provided banners to be displayed on the grounds
- Company logo and name featured on the Independence Day web page
- Company logo and name featured on various print materials
- City provided onsite booth space, 10'x10' tent with a table and two chairs
- Acknowledgement from both stages before each musical act and before the fireworks
- Four passes to the VIP viewing area

#### Patron: \$1,000

- One sponsor provided banner to be displayed on the grounds
- Company logo and name featured on the Independence Day web page
- Company name featured on various print material
- City provided onsite booth space, 10'x10' tent with a table and two chairs
- Acknowledgement from both stages before each musical act and before the fireworks
- Two passes to the VIP viewing area

Website: [www.rockvillemd.gov/independenceday](http://www.rockvillemd.gov/independenceday)



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#### Media Impressions:

- > Annual website views: 11,000
- > Press release views: 460
- > Video views: 242

## Rockville Antique and Classic Car Show – Saturday, Oct. 17 (Rain Date: Sunday, Oct. 24)

For more than 50 years, the Rockville Antique and Classic Car Show has graced the beautiful grounds of the Glenview Mansion at Rockville Civic Center Park, making it the perfect place for car enthusiasts to experience automobile history. The event typically has more than 500 automobiles on display and featured marques such as Cadillac, Ford, Studebaker and Jaguar just to name a few. With more than 10,000 attendees annually, there is something for everyone, including food, music and a car show flea market.

### Sponsorship Levels

#### Major Sponsor: \$2,500

- Exclusivity in category
- Company logo and name featured on all paid print advertising
- Company logo and name featured on the car show web page
- Sponsor provided banner to be displayed on the entertainment stage
- City provided onsite booth space, 10'x10' with a table and two chairs
- Option to have one marketing piece, no larger than 8.5"x11," in the Car Show Registration packet

#### Benefactor: \$1,000

- Company name listed on all paid print advertising
- Company name listed on the car show web page
- One sponsor provided banner on site
- City provided onsite booth space, 10'x10' with a table and two chairs

Website: [www.rockvillemd.gov/carshow](http://www.rockvillemd.gov/carshow)





# 2015 Event Sponsorship Application

Please print or type all information clearly.

Business \_\_\_\_\_ Contact Name \_\_\_\_\_

Type of Business \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Facebook Web Address \_\_\_\_\_

Additional Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Thank you for sponsoring a City of Rockville Special Event(s).

Please indicate the event(s) you're interested in getting involved in and at what sponsorship level.

## Hometown Holidays May 23 and 24, 2015

- ☐ Major Sponsor (\$7,500)
- ☐ Benefactor (\$5,000)
- ☐ Patron (\$2,000)

## Independence Day Celebration July 4, 2015 (Rain date: July 5)

- ☐ Major Sponsor (\$5,000)
- ☐ Benefactor (\$2,500)
- ☐ Patron (\$1,000)

## Rockville Antique and Classic Car Show October 17, 2015 (Rain date: Oct. 24)

- ☐ Major Sponsor (\$2,500)
- ☐ Benefactor (\$1,000)

### APPLICATION DEADLINE

Submit application at least 6 weeks prior to event.

### SUBMIT APPLICATION

Submit this application by either email or mail.

### QUESTIONS ABOUT SPONSORSHIP OPPORTUNITIES, CONTACT:

Colleen McQuitty, Special Events Manager  
240.314.8606  
cmcquitty@rockvillemd.gov

### MAILING ADDRESS

City of Rockville  
Special Events Manager  
111 Maryland Ave.  
Rockville, MD 20850

### APPLICATION PROCESS

- Once you submit this application, the Special Events Manager will contact you within a day or two.
- The Special Events Manager will email you a Memorandum of Understanding, Invoice and City of Rockville W-9.
- Detailed information about each event is either emailed or mailed 3 weeks prior to each event.

Comments/Special Request: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_





# 2014 HTH

HOSTED BY CITY OF ROCKVILLE MAYOR AND COUNCIL

## HOMETOWN HOLIDAYS • MEMORIAL DAY WEEKEND •

SATURDAY, MAY 24 & SUNDAY, MAY 25 • 2-10 P.M.  
MONDAY, MAY 26 • 9 A.M.-1 P.M.



FREE CONCERTS – OVER 30 BANDS



KIDS ACTIVITIES – TASTE OF ROCKVILLE

**BROTHERS OSBORNE • JOHN BROWNS BODY • THE FIGHTING JAMESONS • LIONIZE • AMERICAN AQUARIUM • GREEN RIVER ORDINANCE • ELENOWEN • NEULORE • US ROYALTY • HONOR BY AUGUST • THE NIGHTHAWKS • KELLY BELL BAND • MIKE SURRATT AND THE CONTINENTALS • LLOYD DOBLER EFFECT • TED GARBER • JAH WORKS • MORRISON BROTHERS BAND • LA UNICA • B SIDE SHUFFLE • THE SHACK BAND • THE WOODSHEDDERS • HILLBILLY GYPSIES • PATTY REESE BAND • PATUXENT PARTNERS • SOUTH RAIL • DC CASINEROS • 19TH STREET BAND • THE SWEATER SET • HIGH FIVE WORLD WIDE • THROWING WRENCHES •**

THANK YOU TO OUR SPONSORS:

MAJOR SPONSORS



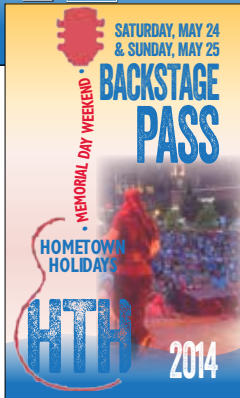
The Gazette  
www.gazette.net

MEDIA SPONSORS



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www.rockvillemd.gov



**Sponsors and Officials • SEATING PASS •**  
Hosted by Rockville's Mayor and Council

### Rockville Independence Day Celebration

Friday, July 4, 2014  
Montgomery College - Rockville Campus  
(In case of rain call 240-314-5022)

This pass is good for seating in front of the stage, located in Lot 12 on the south side of campus. Please present this pass to staff as you enter the seating area.

Rockville  
www.rockvillemd.gov/events

HOSTED BY CITY OF ROCKVILLE MAYOR AND COUNCIL

# 2014 HTH

HOMETOWN HOLIDAYS • MEMORIAL DAY WEEKEND •  
AT ROCKVILLE TOWN CENTER

SATURDAY, MAY 24 & SUNDAY, MAY 25 • 2-10 P.M.  
MONDAY, MAY 26 • 9 A.M.-1 P.M.

FREE CONCERTS • OVER 30 BANDS • TASTE OF ROCKVILLE  
KIDS ACTIVITIES • 70<sup>TH</sup> ANNUAL MEMORIAL DAY PARADE

THANK YOU TO OUR SPONSORS:

MAJOR SPONSORS: The Gazette, Rockville

MEDIA SPONSORS: R11 98.7 WMZQ

BENEFACTORS: Duball, LLC, On Tap Magazine, Persei Apartments (Pike and Rose), Rockville Cultural Arts Commission

PATRONS: Bath Saver, The Crest at Congressional Plaza, Jessica Cortes State Farm, Kitchen Saver, Leaf Filter, Gutter Protection, MemberCar, Mid-Atlantic Waterproofing, Ocean Beach Club, LLC, Passport MINI of Montgomery County, Power Home Remodeling Group, Progressions Salon Spa Store, RISE - Responsible Industry for a Sound Environment, Spotluck Inc., Starcom Design/Build, Vacation Village Resorts

240.314.8620 • www.rockvillemd.gov/HTH

70<sup>TH</sup> ANNUAL MEMORIAL DAY PARADE

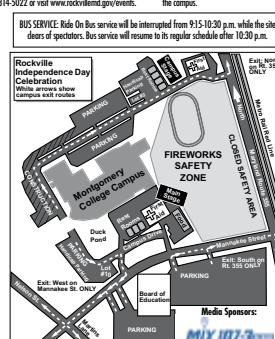
AT ROCKVILLE TOWN CENTER

**GENERAL INFORMATION:**

- No smoking on campus.
- Please follow the exit route indicated on the map below.
- No barbecuing or open flames allowed at the event site.
- Recycle and garbage bins are located throughout the event.
- Last children should report to the First Aid booth.
- For inclement weather information, call 240-314-5022 or visit www.rockvillemd.gov/events.

**AFTER THE SHOW:**

- Spectators who parked on the north side of campus exit north onto Route 355 past East Gate Drive.
- Spectators who parked in the Board of Education lot must travel south on Route 355 past East Gate Drive.
- Those parking in Lot #10 and Board of Education lot will exit on Monmouth Street and proceed toward Nelson Street and Martins Lane.
- Expect a wait of approximately one hour to exit the campus.



Rockville  
240-314-8620 • www.rockvillemd.gov/events

Hosted by the Mayor and Council of the City of Rockville

# 2014

## Rockville Antique and Classic Car Show



SATURDAY, OCTOBER 18 • 11 a.m.

www.rockvillemd.gov/events • 240

HOSTED BY THE CITY OF ROCKVILLE MAYOR AND COUNCIL

### Rockville Antique and Classic Car Show

DATE: Saturday, Oct. 18  
TIME: 11 a.m.-3:30 p.m.  
LOCATION: Rockville Civic Center Park at 603 Edmonston Dr. Rockville, MD  
RAIN DATE: Saturday, Oct. 25

**2014 Vehicle Eligibility:** The Rockville Antique and Classic Car Show is open to motor vehicles (no custommodified cars) up to and including 1989. For recorded inclement weather updates, call 240-314-5022 or visit our website.

Rockville  
www.rockvillemd.gov/events • 240-314-8604

Hosted by Rockville's

# Rockville Independence Day Celebration

Friday, July 4  
7-9:45 p.m.  
Montgomery College  
Rockville Campus

CAMPUS STAGE:	7 p.m.	Music by Get Off My Lawn
MAIN STAGE:	7 p.m.	The Fugitive Brass Quintet
MAIN STAGE:	8 p.m.	Rockville Concert Band
MAIN STAGE:	8:45 p.m.	Mayor and Council, Montgomery College Vice President Greeting
CAMPUS GROUNDS:	9:15 p.m.	Fireworks display at dusk

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Thank you to Montgomery College for allowing the half-century tradition of the annual fireworks display in Rockville to continue on its campus.